

X-9277

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applic. No. : 10/710,852 Conf. No.: 7986  
Applicant : Scott Dresden  
Filed : August 7, 2004  
Art Unit : 3622  
Examiner : Affaf Ahmed  
Title : Dynamic Tracking, Analysis and Acquisition of E-  
Commerce Advertising Channels for Toll-Free Markets  
  
Docket No. : X-9277  
Customer No. : 24131

Hon. Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

A M E N D M E N T under 37 CFR § 1.116

Sir:

Responsive to the **Final** Office Action dated June 24, 2010 kindly amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 10 of this paper.